

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT: Kenneth R. Stuart  
SERIAL NUMBER: 10/032,795 EXAMINER: Prabodh M. Dharia  
FILING DATE: December 26, 2001 ART UNIT: 2629  
CONF. NO: 7210  
FOR: NARROWCAST MEDICA CONTENT DISTRIBUTION AND DISPLAY SYSTEM WITH  
CONTENT BIASING ENGINE

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT IN REPLY TO NON-OFFICE ACTION OF APRIL 30, 2010**

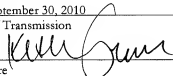
This reply is responsive to the Non-Final Office Action mailed on April 30, 2010 in the above-referenced matter. Reconsideration and allowance of the application is requested in view of the amendments and remarks contained in the following pages:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 14 of this paper.

**CERTIFICATE OF ELECTRONIC TRANSMISSION**

I hereby certify that this correspondence is being electronically transmitted to the Patent and Trademark Office on the date indicated below in accordance with 37 CFR 1.8(a)(1)(i)(C).

September 30, 2010  
Date of Transmission  
  
Signature

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